

# Maclean's

5¢  
*a copy*



CANADA'S  
NATIONAL  
MAGAZINE

TORONTO  
JANUARY 1  
1940

COMMENCING:

A New Serial Story  
of Adventure by Al

"Wings of  
Hazard"

By Frank Bunce

A New Series on

Canada's  
Fighting Forces

By Frederick Edwards

# It takes a TRUCK ENGINE to Stand the Gaff!



When it takes more digging to start than to stop, it's a job for the man with a snow shovel and muscle and with sufficient in his right places. The snow goes for hauling!

A passenger car engine is called on to deliver from a fourth to a half of an full power even at the time. The average heavy-duty TRUCK engine delivers from three-fourths to all of its power practically all of its working time.

In cases of delivered engine the output of a TRUCK engine is perhaps five times as great per cubic inch of travel. If the average car is disposed of at 50,000 miles, hundreds of hard-working trucks should be entitled to retirement in a few months' time. Nothing could be farther from the minds of either the builder or the owner of the good truck. Thousands of International Trucks have traveled upwards of two or three

hundred thousand miles, every mile a trail mile.

The automobile runs easy a few miles in an engine, but the TRUCK puts up with a good deal more! For more than a generation the builders of International Trucks have built ALL-TRUCK trucks—and TRUCKS ONLY. This will give you more miles to go why men buy more heavy-duty International than any other truck.

Remember that International runs right from 1/2-ton to powerful 6-wheelers. See any International dealer or Company-owned branch. INTERNATIONAL HARVESTER COMPANY  
of Canada Ltd.  
HAMILTON ONTARIO  
Dundee Factory located at Chatham, Ontario

## To Offset the Aftermath

IN RECENT years Maclean's has suggested that the action, but prepared for war will suffer least from the economic aftermath of the war. It is in Canada the Government and private industry should start now to work on plans designed to offset unemployment which may follow the demobilization of the ranks as Canada's fighting forces and war-time industries.

As yet expected, these suggestions have been without. Several newspapers have asked just how manufacturers can make plans to absorb demobilized army. The *Peterborough Examiner*, for example, points out that "the experience of the last war was that many manufacturing plants which had engaged in war work as a large way were hard put to know where to turn when the war ended. These few had been so concerned to win business that the regular lines had been largely neglected and the best had away of their former markets."

It is quite a lot to think of. Planning for peace is not going to be easy. But the fact is that more than several industrial leaders who are giving a lot of thought to the matter with some idea of making progress.

Reporting the annual convention of the Association of Canadian Advertisers, *Marketing* says, "It was notable that almost every speaker emphasized the importance of keeping an eye on the horizon as well as on the advertising activity. Several advertisers frankly admitted that 'it came' they had made the blunder of discounting their advertising and 'it had proved a very stiff effect to recover lost ground.'"

The *Star* Commercial News, Toronto, commenting on our magazine, writes: "To advertise is a suggestion at the present time is not nearly as important as it may be considered in some areas."

Commentaries are generally admitted that the best means of fighting depression, if it is possible effort to be made to expand out the end of the present war, is in material that building industries be preserved from disruption. As a matter of fact it is partly one of their responsibilities of fact that they are engaged through the National Construction Council that rehabilitation, designing and contracting services should be employed to the utmost in carrying out emergency works. Materials are to be prepared which can be brought into use in various business in the first stage of reconstruction.

So far as the Government is concerned, it can do an amazing amount. It is doubtful if government can profitably do much to create employment in a private manner. But all our resources, domestic, provincial and municipal, can do a great deal. Authority. They can meet standards and operations and let private industry do the work.

Among the matters requiring attention by governments are:

- (1) Expansion of the Dominion's railway system.

## Maclean's Editorials

- (2) Cancellation of war government and restoration of governmental expense not connected with war effort.
- (3) Taxation. Special war taxes will, of course, have to be paid for the duration of the war. But in the case of ordinary normal government operations a progressive reduction of taxes would be made possible by getting all expenditures. A large number of new expenditures for war taxes, are trying to find out new methods of taxation method of cutting out or reducing services which would be done without in wartime.
- (4) The removal of restrictions and handicaps wherever possible on important industries and products.
- (5) Postpone all unnecessary public works until after the war.
- (6) Make all social services, such as old age pensions, unemployment insurance, when it comes to, contributory.

This is only part of the sort of program that would prepare the way for private industry to absorb employment, develop foreign trade and reduce relief expenditures.

## A Tease

THE PROBABLY the office of the Department of National Defence is to be considered for getting into an appreciation of the work of the British merchant seamen, written by a naval officer who has had close contact with them at their warlike job.

Says the navy man is part:

"Who are these men whom the merchant of the British Empire and the very survival of democracy is largely dependent? They are scattered over the blue oceans of the earth. They are never on parade; they are never in the public eye, as the public knows little of them."

"But it is the British of British Merchant Ships, more than to any other group or service, that the winning or losing of this war depends."

"They are products of the breeding soil of the sea, and they are trained in a spirit of the longest and hardest school of any profession in the world. Nearly a full generation of training and experience goes in the making of a competent seaman."

In wartime there is added the element of sudden death from torpedoes, mines, and naval bombs—death from the air, from the surface, and from the depths, or from the depths from exposure in small boats.

"The British navy is not to be used in warlike operations, they are not idle, and will not be idle, as long as they are as high as the horizon that might not be done."

"Self-reliance, unswerving men—men without

self-profit, resentment, or fear. They are masters of their ships, masters of their own souls, and masters in whose hands may be entrusted the safety of the Empire."

Twenty-five hundred ships and a hundred thousand men, about on the ocean trade routes of the world, are the lifeline which feeds the nerves and sinews of Great Britain in war as in peace.

Here's a toast to the masters and the men of the British merchant navy. And to the few who bravely face death as they meet a more-or-less sea.

## The Lion Has Cubs, Too

THE OFFICIAL film of the Royal War in Canada, shown throughout the Dominion in recent weeks, has now with devoted attention. Major Frank C. Bailey, of the Dominion's Motor Picture Bureau, his co-narrator, the Associated Screen News, which gave technical assistance, and Roger Lewis, the narrator, are to be congratulated.

Which leads to a suggestion made by *Weekend* in an article published in the *Glasgow Herald* in 1939. Bailey relates how, when Royal Air Force they took off for war and returned. From the famous raid on Kehl, there was "a message with a reference to history to have been photographed by the cinema-camera."

Because the lead of the idea of making the first movie into a propaganda film. "Then came a flash of green," says Bailey. "Why not have the whole business over to Alexander Korda?"

It was done. The result was *The Lion Has Wings*. You may have seen it, it was the last by K.

In the *London Star* Times Mr. Bailey had read an article by F. C. C. Bailey, editor of *The Financial Post*, on Canada's part in the War. To him it seemed that in the story of Canada's effort there was a theme for a magnificent film. He suggested the movie. Canada from 1914 to 1918, giving a full story as a great in detail, from the early days in each country with the engine, ultimately throwing its full strength into the Empire's cause.

"Is there nothing feasible in all this?" asked Bailey. "I suggest the author to consider that story as the first of a series of films on *The Lion Has Wings*. It is only one of a series that will set the blood flowing and make the heart beat faster."

It should be shown to the whole world. It turns out that the same idea occurred to the Dominion's own movie makers, for Mrs. W. D. Bailey, chairman of the Dominion Film Board, has announced their production of *Canadian War*, a film which is described as "giving the war story of Canada war activity, showing at its heart the economic resources of the Dominion and the readiness of the Canadian people to war for victory." already in production and will be ready in February.

It's a very good idea.

# INTERNATIONAL TRUCKS





### Snapshots of Some Important Bondholders

**P**ERHAPS SOME OF THE PEOPLE SHOWN IN these pictures don't quite fit in with your idea of what bondholders should look like.

- But the fact is that these typical Canadian and American people—and millions more like them, in every walk of life—have a financial interest in some of the country's most important investments... in electric light and power companies, transportation companies, hotel and farm mortgages, and Government bonds.

People like these, you see, need the common-sense solution with Micro-Etch.

- And as you probably know, part of the money Metropolitan policyholders pay as premiums for their life insurance is not such as a "reserve," as required by law. This reserve fund is received by the company, to earn interest and thus help to reduce the cost of life insurance to the policyholders.

In its effort to achieve maximum safety for the funds which it invests for its policyholders, Metropolitan wisely follows the proved principle of diversification; it spreads these funds over many different kinds of sound, conservative investments.

- You will find these dollars at work today in thousands of carefully selected investments . . . in bonds and mortgages, helping to finance building operations, houses and apartments, schools, agriculture, industrial enterprises, and Government projects, such as schools, roads, and bridges . . . In

practically every part of Canada and the United States.

Not a single dollar is placed aside a thorough study and analysis of the security has been made by Metropolitan's staff of specialists. And every dollar, once awarded,

- Metropolitan's investments, and the measures taken to safeguard them, are important to every policyholder for still another reason.

Time investments with the interest they earn, make it possible for the company to guarantee that the payments provided for in the policies will be made in full when due.

This is *Not* to be an issue of advertisement designed to give the public a better understanding of how a life insurance company operates. Copies of preceding advertisement will be mailed upon request.

Metropolitan Life  
Insurance Company  
64 MUTUAL COMPANY

New York

Living & Learning  
Continuously

CANADIAN HEAD OFFICE  
OTTAWA

# WINGS OF HAZARD

By  
FRANK BUNCE

Flying blind in a cloud of mystery and intrigue, an Arctic pilot is caught in the crossfire of ruthless men and a girl.

© 2006 Blackwell Publishing Ltd, *Journal of Internal Medicine* 260: 493–501

**A** BLESSED LITTLE stand at the end of the pier  
with two windows, almost entirely shut. But he  
was not in the boat.

[illegible]

—Gina: So, as a German, I really follow—and I'll give thanks!—I'm very impressed. We've got cars, we've got money, but in that [Western] land, even, but we can't use a car. There being no road, but out where he goes, where he's stopping, so we can reach him in case. [She sighs.] I don't know yet. These people have called him in to do the construction on that, and wouldn't give their names. It's wonderful to be

At the same time another man was saying there a difference table

Two Speed's a spare with up North! the pilot asked Bayle.



**Maclean's**  
**New Serial**  
FIRST OF  
FIVE PARTS































**Ground Force**

Case 9

managers often believe more is better. They have more staff, more desks and more space for offices and mail. The idea is to have more workers, equipment and all accessories. The line between departmental water supply and laundry goes almost directly to the gutter, making clearly independent of the water. There are a number of water hoses on the ground, connected to the office, and the water is

© 1999 by The McGraw-Hill Companies, Inc.

The KC-135 remains the primary tanker in the fleet, and it is the only aircraft that can be refueled in flight. The KC-135 is also the only aircraft that can be refueled in flight. The KC-135 is also the only aircraft that can be refueled in flight.

There is ample opportunity here for the young student of electrical control, or even

has a new shirt as its archive material on small structure and a short, non-surficial, who can also recognize writing, part on small structures. It also can be seen various materials. It is important to be able to know this, because you can be sure, and know something about

A post-serving machine operator is not like the hard-working man he looks at a glance, neither has he any illusions about shilling down and working Waterhouse down because his company is poor, and certainly in the Air Force he is no less well-served person.

supervise physical training should have superior physical appearance, a good knowledge of anatomy and be proficient in various forms of resistance and conditioning and be able to coach as well. A school of

## Canada's Fighting Forces

Continued from page 5—Starts on July 5. —————

For the same reason, a Second Class Australian is a First Class Englishman. In this greeting, neither is a day an agreement. In the new technology, the pay of a Second Class Australian is the same as the pay of a First Class Englishman. In this greeting, neither is a day an agreement. In the new technology, the pay of a Second Class Australian is the same as the pay of a First Class Englishman.

**Try to find!**

mostly of orange and cream, black, fawn and white. They seldom show any longer than the eye in M. which is small, long and half an inch wide. A longer tongue is now under construction. They are capable of longer and more about their administration efforts because more capable and machine shops and from quarters by officers and men. The

With two dispatches every service activity carried on at Tientsin is done by the Chinese.

provides the opportunity for the user to select the

plus, mais complète ou acceptable

stock circuits and engine highlights, in

the Senate, three each from Quebec, 10

Continued on page 37









"Coca-Cola" has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.

# Take off refreshed



THE COCA-COLA COMPANY OF CANADA, LIMITED

Your thirst takes wings when you treat it to ice-cold "Coca-Cola." And you can find ice-cold "Coca-Cola" *when and where* you are thirsty... for the familiar red coolers are around the corner from anywhere. Enjoy "Coca-Cola"... and take off refreshed.

5¢



THE PAUSE THAT REFRESHES